



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007

## Contract # 196018

**Schedule Dates** 09/18/12-10/01/12  
**Advertiser** Obama for America/D (9323)  
**Agency/T-code** Greer Margolis & Mitchell (GMMB) (2116)/ELECTR  
**Product** Political/Political (1088)  
**Brand** Est 1781 Sked C 9/18-10/1 (71711)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Nagelberg, Dan  
**Phone/Fax** /  
**CPE** OFA/1781 Sked C9/18-10/1  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Calendar  
**Comments**

**Date Entered** 09/17/12  
**Last Modified** 09/18/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$26,385.00  
**Net Total** \$149,515.00  
**Sales Tax**

WJLA Arlington (WJLA)		
By Calendar Month	Spots	Rate
Sep. 2012	77	\$165,600.00
Oct. 2012	8	\$10,300.00
<b>Grand Total:</b>	<b>85</b>	<b>\$175,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / SPOT	09/18/12-09/21/12	3	:30	9A- LIVE!			1		2		2		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/17/12
1.1	End Dated Line / SPOT	09/18/12-09/19/12	3	:30	9A- LIVE!			1						1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/18/12
2.0	Revised Line / SPOT	09/18/12-09/21/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA			1		1		1		1			WJLA Arlington (WJLA)		9/17/12
2.1	End Dated Line / SPOT	09/18/12-09/19/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA			1						1	\$1,300.00	\$1,300.00	WJLA Arlington (WJLA)		9/18/12
3.0	Revised Line / SPOT	09/18/12-09/21/12	3	:30	10:58A- ABC-THE VIEW			1		1		1		1			WJLA Arlington (WJLA)		9/17/12
3.1	End Dated Line / SPOT	09/18/12-09/19/12	3	:30	10:58A- ABC-THE VIEW			1						1	\$1,300.00	\$1,300.00	WJLA Arlington (WJLA)		9/18/12
3.1.1	Closed Preempt	09/18/12															WJLA Arlington (WJLA)	No Avail/Exception -	
4.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	12:57P- ABC-THE CHEW			1		1		1		4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/17/12
5.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	2P- ABC-GENERAL HOSPITAL			1		1		1		4	\$1,400.00	\$5,600.00	WJLA Arlington (WJLA)		9/17/12
6.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	3:01P- ANDERSON COOPER SHOW			1		1		1		4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		9/17/12
7.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	3:58P- ABC-KATIE COURIC			1		1		1		4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		9/17/12

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8.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		9/17/12
9.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	9P- ABC-20/20		1							1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/17/12
10.0	Normal Line / SPOT	09/18/12-09/18/12	3	:30	9P- ABC-20/20		1							1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/17/12
11.0	Normal Line / SPOT	09/20/12-09/20/12	3	:30	9P- ABC-GREY'S ANATOMY		1							1	\$12,000.00	\$12,000.00	WJLA Arlington (WJLA)		9/17/12
12.0	Normal Line / SPOT	09/20/12-09/20/12	3	:30	10:02P- ABC-SCANDAL		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/17/12
13.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6:58P- EMMY'S RED CARPET LIVE								1	1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/17/12
14.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	7:58P- ABC-PRIMETIME EMMY AWARDS								1	1	\$25,000.00	\$25,000.00	WJLA Arlington (WJLA)		9/17/12
15.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	9A- LIVE!		1	1	1	1	1			5	\$800.00	\$4,000.00	WJLA Arlington (WJLA)		9/17/12
16.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	10:58A- ABC-THE VIEW		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		9/17/12
17.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	2P- ABC-GENERAL HOSPITAL		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		9/17/12
18.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	3:01P- ANDERSON COOPER SHOW		1	1	1	1	1			5	\$1,200.00	\$6,000.00	WJLA Arlington (WJLA)		9/17/12
19.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	3:58P- ABC-KATIE COURIC		1	1	1	1	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		9/17/12

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20.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	4:58P- NEWS-ABC 7 NEWS MORNING AMERICA	1	1	1	1	1	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		9/17/12
21.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	1								1	\$1,300.00	\$1,300.00	WJLA Arlington (WJLA)		9/17/12
22.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	9A- LIVE!	1								1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/17/12
23.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	10:58A- ABC-THE VIEW	1								1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/17/12
24.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	12:57P- ABC-THE CHEW	1								1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/17/12
25.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	2P- ABC-GENERAL HOSPITAL	1								1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/17/12
26.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	3:01P- ANDERSON COOPER SHOW	1								1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/17/12
27.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	3:58P- ABC-KATIE COURIC	1								1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/17/12
28.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	4:58P- NEWS-ABC 7 NEWS SP	1								1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/17/12
29.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	1	2	2	2	2	2			9	\$1,300.00	\$11,700.00	WJLA Arlington (WJLA)		9/17/12
30.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	10:58A- ABC-THE VIEW	1	1	1	1	1				1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/18/12

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30.0.1	Preempt	09/19/12															WJLA Arlington (WJLA)	No Avail/Exception -	
30.0.2	Preempt	09/20/12															WJLA Arlington (WJLA)	No Avail/Exception -	
31.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	9A- LIVE!				1	1	1			3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		9/18/12
32.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				2	2	2			6	\$1,300.00	\$7,800.00	WJLA Arlington (WJLA)		9/18/12

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# New Order

**Media:** TV  
**Client:** Obama for America  
**Product:** Candidate Orders  
**Estimate:** 1781  
**Description:** Sked C 9.18-10.1  
**Version:** 1  
**Comments:**

**Market:** Washington, DC  
**Demo:** Women 25+  
**Separation:** 30  
**Flight Start:** 9/18/12  
**Flight End:** 10/1/12  
**Survey:**

**Vendor:** WJLA-TV  
**Billing To:** GMMB  
 1010 Wisconsin Avenue, NW, #800  
 Washington, DC 20007  
**AE:** Susan Petro  
**Phone:** 202-572-2852  
**Fax:** 202-338-2334

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	9/18	9/25	Total Spots	Women 25+ Spots	RTG	CPP
1	TuWThF,M 7:00A-9:00A (GD MRN AMR-ABC<)	EM	\$650.00	C 30	✓	✓	51	43	0.0	
2	TuWThF,M 9:00A-10:00A (LIVE WITH KELLY)	DT	\$400.00	C 30	✓	✓	5	5	✓	
3	TuWThF,M 11:00A-12:00P (VIEW-ABC<)	DT	\$700.00	C 30	✓	✓	5	5	✓	
4	TuWThF,M 1:00P-2:00P (CHEW-ABC)	DT	\$500.00	C 30	✓	✓	5	5	✓	
5	TuWThF,M 2:00P-3:00P (REVOLUTION-ABC<)	DT	\$700.00	C 30	✓	✓	5	5	✓	
6	TuWThF,M 3:00P-4:00P (GENERAL HOSPITAL-ABC<)	EF	\$600.00	C 30	✓	✓	5	5	✓	
7	TuWThF,M 4:00P-5:00P (ANDERSON<)	EF	\$800.00	C 30	✓	✓	5	5	✓	
8	TuWThF,M 5:00P-6:00P (ABC7 NWS AT 5)	EN	\$900.00	C 30	✓	✓	5	5	✓	
9	Tu 9:00P-10:00P (AVG. ALL WKS)	S	\$5,000.00	C 30	✓	✓	4	0	✓	
10	Tu 10:00P-11:00P (AVG. ALL WKS)	S	\$5,000.00	C 30	✓	✓	1	0	✓	
11	Th 9:00P-10:00P (AVG. ALL WKS)	PT	\$12,000.00	C 30	✓	✓	1	0	✓	
12	Th 10:00P-11:00P (AVG. ALL WKS)	PT	\$8,000.00	C 30	✓	✓	1	0	✓	
13	Su 7:00P-8:00P (AVG. ALL WKS)	S	\$4,000.00	C 30	✓	✓	1	0	✓	
14	Su 8:00P-9:00P (AVG. ALL WKS)	S	\$10,000.00	C 30	✓	✓	1	0	✓	
15	Su 9:00P-11:00P (AVG. ALL WKS)	S	\$10,000.00	C 30	✓	✓	1	0	✓	
Total Spots:					51	43				
Total GRP/GIMP(000):					0.0	0.0				

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
9/2012	\$120,400.00 - 94	\$0.00 - 0	\$120,400.00 - 94
Total Gross Cost: \$120,400.00			
Total Net Cost: \$102,340.00			